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CANADIAN MOVING PICTURE Digest

PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

THIRTY-THIRD YEAR OF PUBLICATION 1915-48

Vol. 39, No. 45 TORONTO, CANADA March 6th, 1948

STORAGE
ROUTE

Yes, We Have No Bananas!

WHILE it is quite true, that in New York, there are a number, a noticeable number, of Europeans, who talk French and Italian, this cannot be the entire reason for the dominant presentation of French and Italian-language pictures, for despite a large patronage from these new American citizens, the theatres which are presenting the Italian and French-language pictures cannot play to capacity houses, without the attendance of the English-speaking patrons, and this attendance is noticeably large.

Look at the theatre page of a New York newspaper, there is a considerable difference in the display advertising the foreign-language pictures, this year, are using over last year. We would say, the lineage has increased five hundred percent; and with the exception of circuit space, the lineage taken by foreign-language pictures, is more than double the lineage utilized to advertise Hollywood productions.

Last year, even the most successful foreign-language picture spent little money for daily newspaper advertising, one had to search to find where a foreign-language picture was playing.

Newspaper lineage in New York is expensive advertising and we must conclude, that the foreign-language picture is making money for its distributors and exhibitors, to induce them to take the display advertisements which they are taking.

At the Art Theatre, the French picture, "Farrebique", is being presented; at the Elysee, Marcel Pagnol's French production, "Fanny", with Raimu; at the Ambassador, in its fourth month, "Volpone"; at the Sutton, John Steinbeck's "The Pearl", in English, filmed in Mexico, with Pedro Armendariz and Maria Elena Marques; at the Little Carnegie, Emile Zola's "Passionnelle", French; at the Plaza, "Green For Danger", British; at the 68th St. Playhouse, "This Happy Breed", British; at the Ascot, "Open City", Italian; at the World, in its third month, "To Live In Peace", Italian; at the Cinema Dante, "Eternal Melodies" (Mozart), Italian; 50th St. Beverley, "Children of Paradise", French; at the Pix, "The Blue Veil", French; at the Esquire, "Pagliacci", fifth week, Italian, with Gigli and Alida Valli; at the Bijou, Cocteau's "Beauty and the Beast", French, tenth week; Avenue, "The Raven" (Le Corbeau), French, following a six months' run of the Italian-produced production, "Shoe Shine", which is now in its fourth week at the 55th St. Theatre.

The list presented is not the entire list, but sufficient for our purpose. Not all of these pictures are good, but those which are, are very good, and among the good ones are several which are outstanding.

All of them, put together, did not cost as much to produce, as one of our Hollywood productions, which are in the millions of dollars' classification; and some of them cost less to produce than the average good program picture made in Hollywood. Several named, received critics, public, trade reviews, including our own producers' comments, of such eulogistic quality, that Hollywood producers would have given their eyeteeth to merit.

Perhaps the titanic effort, which we put into a picture, is so weighty, that the result is labored, and being labored loses its charm and appeal.

What has the foreign-language picture got, which we have not, despite the fact, that we spend millions on a production and the foreign producers, by comparison, spent bananas? Is it a case of "Yes, we have no bananas", meaning, the dollar value has numbed the earth-touch? —EDITOR

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
277 VICTORIA STREET · TORONTO

Prairie News

By BRUCE PEACOCK

A TOTAL of 778 theatres and 375 public halls were inspected last year, combined with 725 theatres and 417 public halls in 1946, according to the labor department report tabled in the Saskatchewan legislature. A total of 552 theatres and 634 public halls were licenced, as against 516 theatres and 654 public halls in 1946.

* * *

Ron Campbell, assistant manager of the Capitol Theatre in Regina, finally got around to letting The Digest know he's engaged. The girl is Ann MacCallum, who works in a Regina bank. The marriage will be this spring.

* * *

Jack Schlaifer, veteran distribution executive, has been appointed to the newly-created post of assistant to the vice-president in charge of distribution, for Eagle Lion (Hollywood) Films. Over forty-five years ago, Schlaifer was prominent in Canadian distribution circles, as he was manager of Warner Bros. Calgary and Edmonton exchanges.

* * *

A. W. Shackleford, of the Capitol Theatre, Lethbridge, is into his second year as president of the Lethbridge and District Exhibition and Rodeo Association.

The Orpheum Theatre, Estevan, Sask., has returned to its pre-war admission scale because of additional costs and rising prices for film service. Prices now are: Evenings, 40 cents plus 8 cents tax; matinees, 30 cents plus 6 cents tax; Pal nights, two adults for 55 cents plus 11 cents tax.

* * *

Daylight Theatre, Saskatoon, had an unusual bill the other day. Titled "The Good Old Days", it included "The Great Train Robbery; a William S. Hart western; the Dempsey - Willard fight; a Snub Pollard comedy, and others.

* * *

Comfortable new seats have been installed in the Olympia Theatre, Assiniboia, Sask., and loge seats have been built up higher to afford a better view of the screen. The seats are red leatherette, with rose trim, and are spaced so as to provide plenty of leg room.

* * *

At Abbey, Sask., the Board of Trade bought motion picture equipment and is screening Saturday shows. Money for the purchase was raised by voluntary public subscription in Abbey and district.

A fire occurred in the Garneau Theatre building, Edmonton, on the night of Feb. 18th, but theatre patrons were not disturbed. A cigarette, dropped into a hole in a wall partition, was blamed for the fire, which was confined to a coffee shop.

* * *

Howard "Tare" Rennebohm, stage manager and maintenance man at the Capitol, Regina, went to hospital Feb. 12th, a victim of double pneumonia and pleurisy.

* * *

Fire of unknown origin destroyed the Vanguard, Sask., theatre, owned by Fred Heibner. Loss was set at $17,000, partially covered by insurance. The fire was discovered at 3.20 a.m. Feb. 25th, following a dance in the theatre which ended at 3 a.m.

* * *

Mike Moran, an operator at the Capitol, Regina, was ill for two weeks.

* * *

The Capitol Theatre, Regina, will play host to the Donald Wolfit Shakespearean troupe, March 9th and 10th for two night shows and a matinee, "Merchant of Venice," "Twelfth Night," and "Macbeth" will be shown. Advance publicity was handled by Lon Ramsdell, well-known in eastern Canada for his work in advance of Blackstone the Magician.

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for theatres up to 500 seats

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RAY PRESENTS

MAURICE SWARTZ, world famous Jewish Actor, whose recent production, "Shylock and His Daughter", played to capacity business at His Majesty's, has been invited to present his play in Paris and in South America. The Montreal Press, English and French, gave the Maurice Swartz production magnificent reviews. Morgan-Powell devoted nearly half of a page, in the Montreal Daily Star, in pointing out the histrionic ability of Maurice Swartz, in praising his company and the merits of the dramatization of the Ari Ibn-Zahav book, which was dramatized by Maurice Swartz.

I saw "Shylock and His Daughter" at His Majesty's. It presents quite a different version of "The Merchant of Venice"; and I am told, that this version is the authentic story, as the book was written after many years of research by the author.

It has been said, that one should not criticize the gods too much; in criticizing Shakespeare's Shylock, one dares greatly; and yet, in Shakespeare's time, in England, there were few Jews, and there is no record of Shakespeare having ever journeyed to the Ghetto of Venice, where Jews were confined, to converse with any Jew. Nor did Shakespeare ever witness the auto-de-fes, where Jews were burned at the stake as heretics. According to history, it was an ancient Roman and Venetian custom to demand a pound of flesh in contracts in order to strengthen the bond. There is a record of a pound of flesh from under the heart, demanded from a debtor by a Christian merchant in Genoa. In writing his character of Shylock, Shakespeare used this record, but wrote the demand into the character of Shylock. When Antonio, a merchant of Venice, wrote the pound of flesh into the bond, he did so as an added insult to a Jew, knowing that the shedding of blood was against the Talmudic Law, for orthodox Jews even salt and soak in water the meat which they eat in order to remove all trace of blood.

SHAKESPEARE'S "Merchant of Venice" was written as a comedy, but became a tragedy, for the Jews, through their persecuted history. In 1559, Jews, in Venice were not permitted to engage in any other business, but that of banking, money-lending and the sale of old clothes. The contribution made by Ari Ibn-Zahav in the writing of his book and by Swartz in the adaptation of this book, for stage presentation, is a world contribution towards tolerance, the elimination of race prejudice, and it merits our thanks and consideration, as do R-K-O's production of "Crossfire" and 20th Century-Fox's screen production, "Gentleman's Agreement".

Plans are in progress for a screen production of "Shylock and His Daughter", with Maurice Swartz as Shylock, the production to be filmed in English.

Academy Award Winners will be announced at the Shrine Auditorium, March 20th. It looks at present like a neck and neck race between 20th Century-Fox and R-K-O Pictures, for the best picture of the year. In top position in respect to nominations, "The Bishop's Wife" (Goldwyn-R-K-O), stands first; "Crossfire" (R-K-O), Gentleman's Agreement" (20th Century-Fox), "Great Expectations" (Rank-U-I), "Miracle on 34th Street (20th Century-Fox), follow closely behind.

Hearings in Washington re Divestiture presents no decision as yet; and according to reports, the big Anti-trust case may go back to the New York Court for further consideration.

A LONDON letter from Hope Burnup, Managing Director, London Branch, Quigley Publications, advises that in respect to rations, two rashers per week, per person, is the full bacon quota. Bacon, in parcels to Britain, would, as you may imagine, be most acceptable. Hope Burnup, in referring to Anna and Herbert Wilcox, writes, "Anna and Herbert, as you know, have made a terrific success these last two years, first with "Piccadilly Incident" and recently with "Courtneys of Curzon Street". Their "Spring In Park Lane" is due for early showing and release. Danny Kaye, as you will have read, has made the success of all time in England. I came past the Palladium the other morning at 9 a.m., the rain pouring down, and there were queues all around the block waiting, to book seats".

Which reminds me that Eric Johnston, president of MPAA, is in London, accompanied by Welsch Dulles, legal adviser on foreign affairs. There will be some further important discussions in connection with the 75% ad valorem tax on picture imports. At the present time there are a total of seventeen American pictures in England, unaffected by the tax, although not all of these are considered box office. The time has come certainly for a British and American get-together, or both American and British Film trade will lose a good picture market.

There is a report in respect to recent developments, in Czechoslovakia, that the Government is in control of the screen, stage, radio and press, and that hundreds have been purged from their positions. In respect to the Screen, prior to the recent development, the Government of that time was, also, in control of the screen. In exporting pctures to Czechoslovakia, one sent negatives for the manufacture of prints, in that territory, to the Government's controlled film laboratory.

DAVID SELZNICK'S move to Hollywood, of all departments, save that of publicity, has caused as much of a film sensation, as did his policy of simultaneous runs across the United States. The old way is not a guarantee that it is always the best way, for even great enterprises are not free from the stagnating influence of "getting into a rut". Changes are not easy to take, they are experimental, they are disturbing, but we who are living in a changed and changing world, where the changes are beyond anything we ever imagined, should be prepared for drastic changes in our policy of film operation.

We are more likely to make changes when profits are dwindling, when we feel we have nothing to lose, we are not inclined to make changes while we are prosperous, but taking into consideration the domestic and world upheavals, it may be a good idea to centralize control, despite the old adage, "never put all your eggs in one basket".

David Selznick is reported as saying, "Producers and distributors of the future will regard the location of studios in Los Angeles and home offices in New York as being just as ridiculous as though the home offices were in London. I have long felt that the distance between home offices of picture companies and their production plants had no basis in sound business operation".

David Selznick, however, releases only a few pictures and I am wondering how his plan would work out if he had twenty or more pictures to release, or had a circuit of theatres to operate, in addition to being a producer and distributor.

(Continued on Page 8)

Toronto and District

By BILL PRESS

ONCE again the National Film Board has been the target of G. K. Fraser, member of Parliament for Peterborough, who called for a "clean-up" of the government organization in view of its expenditures which, he said, totalled more than $3,000,000 in a year. He urged the discharge of "unessential" employees in view of the demand for reduced taxes which could not be secured "as long as these extravagances are going on in government departments".

The Board paid more in salaries than for the production of films, Mr. Fraser declared. At a time when the government was passing legislation to conserve American currency, the NFB was paying $57,000 to employees outside of the Dominion. Further large amounts were being paid for the maintenance of offices in the United States, the member adding, "It is about time the government practices what it preaches".

Mr. Fraser said the Board was doing good work in some fields but was "running riot" in others. An example of unessential work was found in the photographic stills department with coverage on events which should be done by commercial photographers. The Board also took passport pictures and official portraits, a job which belonged to private cameramen.

The Board sent a unit to the University of Toronto at a time when students were writing their examinations and it had to pack up. A start had been made on a picture of West coast fishing at a time when there was no fishing. Mr. Fraser suggested a saving of upwards of $2,000,000 could be made in the operations of NFB and the money turned over to needy hospitals.

* * *

The third in the line of "Teds" has taken his regular place as a doorman at Shea's Theatre, Toronto. For many years there, was Ted Gee, who retired recently because of health. Associated with him was Ted Smith who continues to welcome the patrons to Fred Trebilcock's place and now there is Ted Burchall as the successor to Ted Gee.

* * *

The blackouts of the Hydro-Electric systems in the various Ontario centres, including Toronto, have gradually been eased after the first week of tumult. In Toronto, the more recent switch-offs have occurred in the morning hours when the theatres were less affected, but the blackout around supper time, though comparatively short, has continued to be a matter of inconvenience in maintaining performance schedules.

Claude Hunter, Odeon's perennial exploiteer, and manager of their new Peterborough house, tied in with a local record store, to promote extra newspaper space. "The Barber of Seville" and "Good Old Days" were the features plugged in the record ads.

* * *

A tribute to the memory of Jay I. English, a deceased member, was paid at the annual assembly in Ottawa of the Royal Architectural Institute of Canada. The name of the former architect of Odeon Theatres of Canada at Toronto was officially mentioned in the proceedings of the meeting and the members gave evidence of their respect to his memory by standing in silence.

The Architectural Institute convention had a trade show in the Chateau Laurier at which the exhibits included handsome displays by Dominion Sound Equipments Limited and Northern Electric Co. Limited. The booths contained appropriate photographs and samples of equipment.

* * *

Dave Oliver, Warner Pathe Canadian News cameraman, is on a tour of Canada, getting exclusive newsreel shots. This week's news will feature Toronto's leap year babies, who attended a party at the Warner office last Thursday afternoon.

* * *

Famous Players Canadian Corp. has maintained its dividend pace by declaring a 25-cent payment on each of the common shares for March 27th, for the first quarterly period of 1948 to stockholders of record on March 12th. This disbursement is equal to the regular quarterly dividends of the past two years.

* * *

"Stairway to Heaven" finally played first run at London, Ont., when it appeared on the screen of the Elmwood Theatre in London South.

* * *

The Century and Capitol Theatres at Kitchener, Ont., have been making a special play for juvenile patronage on Saturdays. At the Century, the first 500 children were presented with a premium consisting of a colored picture puzzle, the screen features being "The Gay Rancho" and "Gas House Kids in Hollywood". The Capitol had extra films for the matinee including cartoons and a serial, "The Sea Hound".

* * *

"Sleep, My Love", "If Winter Comes", "Railroaded", "Love on the Dole" and "Woman's Vengeance", were classified as "Adult Entertainment" by the Ontario Censor Board during the month of January.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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BERT H. WILKES - - Associate Editor

Published by
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
277 Victoria Street - Toronto
Telephone: WAverley 4929
Cable: Raydigest
Established 1915. Publication weekly.
Subscription: $5.00 yearly

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BILL PRESS.....Toronto, Ont.
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Jack Arthur, Famous Players district supervisor, is recovering nicely from injuries suffered in an automobile accident, which occurred while he was returning to Toronto from Brantford. Russ Simpson, Paramount Toronto branch manager, has recovered from his ankle injury.

* * *

Arch Jolley, secretary of the Motion Picture Theatres Association of Ontario, has recovered from a three weeks illness, and is back on the job again.

* * *

The Montreal Standard carried a two page photo review of 20th Century-Fox's outstanding film "Gentleman's Agreement". The picture, which opened its first Canadian engagement at the Tivoli and Eglinton Theatres in Toronto last week, is considered the favorite for the Academy Award, which will be presented this month.

* * *

Paramount Pictures head office has undergone a considerable face lifting in the past few weeks. Painters and decorators have completely redecorated the offices.

* * *

Sid Deneau, assistant general sales manager of the Selznick Releasing Organization, was in Toronto for two days last week, discussing sales policy with Charles M. Weiner, SRO Canadian Division Sales Manager.

* * *

The Palace Theatre, Hamilton, interrupted its film policy for a community concert on the evening of Feb. 25th, with the opening next date of the regular film engagement of "Dark Passage".

* * *

The first theatre in Canada to have a Movie Club was the Colony, in north west Toronto, where it was inaugurated two years ago last May in the presence of J. Arthur Rank, John Davis, Paul Nathanson, the late Tom Bragg and Clare Appel. The club has been moved to the Grant Theatre on Vaughan Road where manager Ron Bryce is in charge.

A Re-Introduction To Showmanship

By WINN BARRON
Publicity and Advertising Director, Paramount Film Service of Canada

Now that the New Year is well under way, we are faced with the happy thought that 1948 gives us another year of opportunity. "The road to hell is paved with good intentions" was the saying of some wise old sage, and believe me, he knew what he was talking about. Too many of us are built a bit on the "scarlett" side — we always believe in putting off until tomorrow what we can do today.

This is the first in a series of articles dealing with exploitation and showmanship. In future issues, prominent publicity directors will deal with specific subjects of interest to exhibitors everywhere.

When it comes to the promotion and merchandising of today's quality pictures, it is not only dangerous, but in many cases fatal, to put off until tomorrow what you can do today.

Merchandising of motion pictures is not, and probably never can be, something you can do overnight. The farther ahead a showman starts giving reign to his ingenuity on the promotion of a picture, the better paying the dividends when the picture finally plays. Now, let's take any picture and see how time — and lots of it — can play in our favour.

Let's assume that we have a picture that has a couple of top stars, can be made from a best-seller, and is graced with a musical number or two. Let's take the thing step by step. First of all, you have just booked the picture to play five weeks from today. It is going to be a very busy five weeks. To begin with, as we rapidly scan through the material that the distributor has given us, we find out that the film is made from a best-seller. The first thing to do is to find out who, in your situation, is the distributor of that book. Approach him immediately with stills and show him how the promotion of this picture in his window will help to sell plenty of his books. With rightly-worded copy, you can convince many window-shoppers that they should read the book before they see the picture. The more people in your situation who read and talk about that book, the more people are going to be waiting and anxious to see the picture when it comes. Next — we suggested there were musical numbers in the picture. Well, if you have a radio station or two in your territory, the next thing to do is to get in touch with them. If they are broadcasting any "live" bands, get those orchestra leaders to make the numbers part of their broadcasting program. If the numbers have been recorded, have the disc jockeys on the stations use them on their programs — naturally with some allusion to their use in the picture. If, in the picture, the star happens to be a singer and has made many records, induce your disc jockeys to use an assortment of the records recorded by this star. You might make up, in a few spare moments, a 15-minute script — something about the life story of this particular star and every now and again, introduce, in a nice pattern, some number that this star has previously recorded. You might also have a contest put on by the station. After playing one or two numbers of this star, from the picture, you might offer passes to the listeners who could name the greatest number of recordings previously done by this star.

If sheet music is available on the numbers from the picture, you have an opportunity for a big tie-up with the music stores in your particular locality. If they sell records, too, so much the better from the standpoint of display. If the picture happened to have a person like Crosby who is tied up with a radio program like Philco, you would have an added tie-in with the Philco dealer in your territory. Besides, if you have someone like Crosby in the picture, 10 to 1 the distributors will have transcriptions and recordings of their own, which you can get as gratis accessories for use on the radio. In some instances, the showman even uses these records on his non-synch equipment while people are coming into the show, at intermission, and when people are leaving the theatre.

Should the picture carry a title like "Dream Girl", you have a chance for a wonderful live show on the stage the week prior to the picture's opening. Perhaps from this you can begin to take note of why merchandising of a picture should start well in advance. You cannot organize the "Dream Girl" contest overnight. You will have to arrange for ballots and votes, for people's favourite "Dream Girl", to be put into drug stores or grocery stores or merchandising stores, a long way in advance. It will have to be a well-organized programme to have these contests run off satisfactorily. It is necessary, then, to start well in advance. The longer ahead of the picture's actual playing time that you can stimulate interest and curiosity in the people of your territory, the more dividends you will share when the picture finally plays.

Depending upon the type of picture it is, you may be able to work up some civic celebration. You may be able to have a private screening for the city's "big shots" and get endorsements from them that you can use in the papers and over the air. You might even have the local radio stations give you free time for an open forum to talk about the merits, pro and con, of the basic principle in the story.

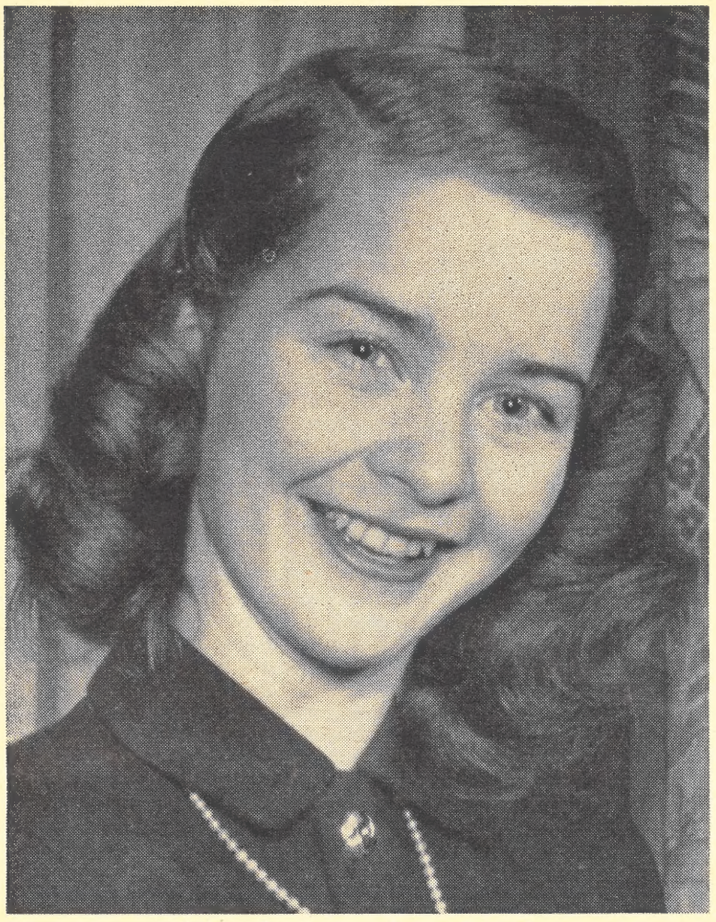
If this picture has been given quite a boost by Life, Look, Time, or some other national magazine, you can undoubtedly make a tie-up with the distributors of these magazines in your territory. They might give you left-over copies that you could put in the lobby of the theatre, clipping in a herald at the page where the review of your picture is written. With very little persuasion, they would probably carry banners on the sides of their delivery trucks and might even go so far as to put out special cards on news vans throughout the city.

Be sure and read your press book from cover to cover as early as you can. Don't play "Scarlett" in this instance. There may be several ideas and gags in the press book that you might feel are too trivial to bother with. Take a tip from one who has thought the same and been fooled. Give fair play to every gag that you find in your press book. They haven't been put there just to fill it up. They have been tried out in situations proven to be successful and put in the press book because they are. Try them all. You will never know until you do, the drawing power these ideas create.

The Canadian Moving Picture Digest 7th Annual Showmanship Contest, concluded a few months ago, points out that many of today's showmen are once again aware that we are back in the days of good merchandising. It was suggested, at the conclusion of this year's contest, that the various campaigns be routed throughout the country, so that showmen all across the Dominion would have an opportunity of seeing and catching up on the many ideas used by exhibitors from coast to coast. This exhibition is being shown in western Canada at the present time, be sure and study some of these campaigns when it is in your city. You will find many an original idea in them, well worth the few minutes that you use to read them over.

Take a look at the first prize winning campaign, you will see what I mean by utilizing every gag in the press book — and many others that will suggest themselves as you read through it.

In every picture that a showman plays from coast-to-coast, he has a big investment. The smart showman realizes this investment and goes out and sells the picture. They advertise them well — they publicize them a long way in advance — they put on stunts that will command attention in different parts of the city, in stores, over the radio — in short, they really Sell their pictures to the public. There is really no better way that this writer knows of getting back every last nickel and dime, than to properly go out and sell the picture for everything it — and you — has.



Miss Barbara Ann Scott

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CANADA CARRIES ON

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Note: Delivered to regular users of the Canada Carries On Series at no increase in rentals.

COLUMBIA SPORT REELS

'Dancing Blades'

Note: Delivered to regular users of Columbia Short Subjects at no increase in rentals.

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USE

'Canada Carries On' **'Columbia Short Subjects'**

Released By

COLUMBIA PICTURES

NFB Experiments Uses More Color

Future releases in the National Film Board's theatrical series, the new "Canada Carries On", may be in color. Extensive color tests were made recently at the National Film Board production centre in Ottawa. A. W. Cook of Ansco brought the first batch of color stock to Ottawa where an experimental film was made in one day.

The film, entitled "Chromatic Fantasy" was produced by Sidney Newman, head of the "Canada Carries On" unit, while Grant McLean, who shot "The People Between", was cameraman.

Optical and title departments of NFB were carrying out their own specific tests simultaneously with the filming of the picture. If color is feasible the CCO unit will go into full color production next summer.

More than 14 times the amount used in making a film in black and white was required for color shooting. A rose, used as a prop, wilted under the intense heat. To test color stock under all conditions, "Chromatic Fantasy", which will never reach the theatres because it was planned as a technical rather than dramatic experiment, was shot in both exteriors and interiors.

The CCO unit has released its first film in color called "Red Runs the Fraser", the story of the Salmon run on the Fraser River in British Columbia. It was produced in cinecolor from a kodachrome original.

New Committee Appointed By Picture Pioneer Board

At the first executive meeting, for the 1948 season, of the Canadian Picture Pioneers, presided over by the newly-elected president, Hon. J. Earl Lawson, the following committees were appointed for the coming year. Membership committee is made up of Ben Cronk, Leo Devaney, Sam Sternberg, Clare Appel. Entertainment Committee includes Len Bishop, Joe Garbarino, Walter Kennedy, Morris Doyle and Oscar Hanson. The Publicity Committee consists of Clare Appel, Archie Laurie, Ben Cronk and Walter Kennedy. Bill Reeves and Bill O'Neill make up the Sick Committee.

The Benevolent Fund Trustees remain as formerly, Charles Mavety, Ray Lewis, Oscar Hanson and George Beeston. Solicitor is David Ongley and J. J. Fitzgibbons continues as Public Relations Officer.

Plans were discussed for a series of events to be promoted during the year to accelerate the growth and spirit of the organization, and especially to increase the Benevolent Fund.

The Pioneers, who have been referred to as "the senate" of the Moving Picture Industry, will shortly announce dates for a series of smokers and social nights, and the gala event of the year will be climaxed by a dress ball in the fall, which may be a costume affair.

Royal Wedding Film Distributed by IODE

The Imperial Order Daughters of the Empire, for the second time within a few months, has purchased basic prints of a film of the Royal Family. The film, the excellent one-reel Gaumont-British version of "The Royal Wedding" will be placed on the National Film Board's rural circuits to be shown across Canada in the outlying districts with the regular films of educational and general interest. Several months ago the film "The Royal Tour in South Africa" was purchased by the Order for similar use. The prints of both these films, when they have been returned from the rural circuits, will be donated to Community Film Libraries in the various Provinces and will be available for rental at a very nominal rate by groups for entertainment purposes and also to create a greater interest in the Commonwealth and Empire.

ODEON CHANGES MANAGERS

Changes in the managership of several Winnipeg movie houses have been announced by Harry Hurwitz, superintendent of Odeon theatres. Thomas Pacey, manager of the Garrick Theatre becomes manager of the Odeon Theatre. The new manager of the Garrick Theatre is Dave Rosemond, formerly manager of the Rialto Theatre. Keith Saylor, formerly manager of the Oak Theatre, Brandon, is the new manager of the Rialto Theatre.

These changes are all in the way of promotions for well deserved services. Mr. Hurwitz never over-looks an opportunity to advance members of his staffs who show capacity in promoting the interests of the theatre to which he is attached.

CANADA TO HAVE OWN OSCARS

For the first time, Canada is to have a set of annual movie awards, on the lines of America's Oscars and Britain's Silver Star awards. The awards will be made as a result of a nationwide poll of Canada's more than 1300 movie exhibitors. New Liberty magazine sent out to the exhibitors a questionnaire in which they were asked to list what they felt were the outstanding achievements in fourteen categories, including Best Film of 1947, Biggest Money-Maker, Best Male Performance, Best Female Performance, Best Short Subject.

Announcement of the winners of the awards will be made around the middle of March. Initial returns show that among the favored films and stars are: "The Jolson Story", "The Yearling", "The Egg and I", "Great Expectations", "Best Years of Our Lives", "Welcome Stranger"; Bing Crosby, Ingrid Bergman, Deborah Kerr, Larry Paks, Gregory Peck, Burt Lancaster.

LEAVES SON IN THEATRE GOES TO DRINKING PARTY

A 41-year-old father, who left his young son in a local theatre while he went out on a drinking party, was taught a lesson in parental behavior. When he came staggering back to the theatre to pick up the juvenile, he was picked up himself, by police, and now faces a drunk charge. Theatremen said this is getting to be a habit with some parents, and they are tired of being nursemaids to the kiddies, and hope this will prove an example to some of the pub crawlers for future reference.

KING SCOUTS GUESTS AT THEATRE

Tying in with "Boy Scout Week", Russ McKibben, manager of the Victoria Theatre, Toronto, invited top-ranking boy scouts to see "The Tender Years", a heart-warming story of kindness to animals. Scout headquarters co-operated by notifying all troops in the Toronto area of the desirability of them seeing the feature.

RAY PRESENTS

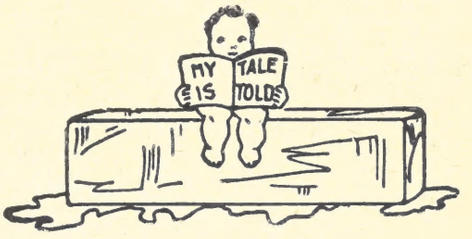
(*Continued from Page 3*)

THERE is an interesting story in connection with the financing of a picture, "The Argyle Secrets", to be released by Film Classics, of which Samuel X. Abarbanel, is Hollywood local press agent. As reported in the New York Times, Abarbanel joined forces with Alan H. Posner, a graduate of a New York brokerage house and between them they had $3,000, the extent of their capital. Cyril Endfield, who had directed one picture and written a radio play, "The Argyle Album" was next in line for a contract. Endfield wrote a scenario from his radio play and taking this to Film Classics, this company promised a release and approved a budget of $125,000. The Bank of America provided the standard production loan of 70%, $87,500, providing an additional thirty per cent could be raised and an unlimited completion bond to guarantee that the picture would be finished.

There was still $37,500 to be raised by Endfield's group. Deferrment of charges provided $22,500; the deferrments including their own salaries, payment for script and directing salaries of some of the crew, laboratory and General Service Studios charges. The next financing was for each of the three to borrow $5,000 from respective friends at 6%, offering in addition to the 6%, a share of the profits. The bond was secured through another personal loan of $12,500, which Abarbanel raised without security.

Camera work commenced and Endfield finished shooting in eight days, $12,000 under the budget, and with William Gargan in the lead. The split up, percentage-wise, is as follows: Abarbanel and Posner each get 10% of the producer's share of the profits and their deferred salaries. Endfield gets 18% and deferred salary, Gargan gets 10%. Six members of the crew will divide 20%. The three friends who put up $15,000 will get 17½% per cent. Cannot help but admire the trio's courage and determination; hope the combination makes a million, incidentally, the last friend who put up the $12,500 will get 8% and the lawyer will get 8½ per cent for keeping these producers within the law.

If the picture makes money, the trio will be looked on as financial wizards, but, God Forbid, if it does not click, who is going to pay who, and who is going to remain friends?



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Pete Barnes PRESENTS

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Montreal News

By ROY LESTER

UNITED ARTIST'S "Monsieur Verdoux" has finally been booked here for the week of March 12th . . . Mr. J. A. Hirsch, president of Consolidated Theatres Ltd., has left for Miami Beach, Florida . . . "Sins of the Fathers", the film that broke the record for picture-making in Canada, by being made in 10½ days, should reach the local screens early in April, and will receive international distribution shortly after that time . . . Alex Adilman, vice-president of Consolidated Theatres Ltd., arrived in town after a several weeks vacation at Miami, Florida, accompanied by his wife . . . Donald Wolfit, it is learned, is definitely considering another tour of Canada, probably with a mixed repertoire, in 1949 . . . An extensive alteration programme has been started to enlarge the offices of Consolidated Theatres Ltd. here in the Dominion Square Bldg., which has involved the tearing down of walls, and the addition of several new offices.

* * *

His Worship, Mayor Houde, paid the Renaissance Film Studios, which is located on Cote des Neiges Road a visit this past week. The $1,000,000 studio is expected to be completed by the end of March, and will produce 35 mm. features in both French and English, as well as 16 mm. commercial films.

An interesting event occurred here the past week in connection with the opening of the Ballet Russe de Monte Carlo, at His Majesty's Theatre on March 16th.

Due to public apathy, as evidenced by the lack of mail orders for tickets, the Canadian Concerts and Artists Incorporated have decided to drop the American modern ballet "Rodeo", which was to be shown here on March 19th. Such a large number of protests were received that the voice of the public was heeded and the ballet was replaced in favour of another, "The Beau Danube".

The comment of S. Morgan-Powell, the literary editor of the Montreal Star, was to the effect that "the Montreal public which enjoys ballet and can appreciate it, knows now how to secure the elimination of those spectacles it does not wish to see".

* * *

In spite of the Lent period, the French-Canadian populace still continued to see movies, as evidenced by the fact that there were three holdovers last week and two this week. Heading the list was "The Secret Life of Walter Mitty" starring Danny Kaye, which is playing to record attendance at Loew's, and James Stewart in "Call Northside 777" at the Palace.

TELEVISE "HUNGRY MINDS"

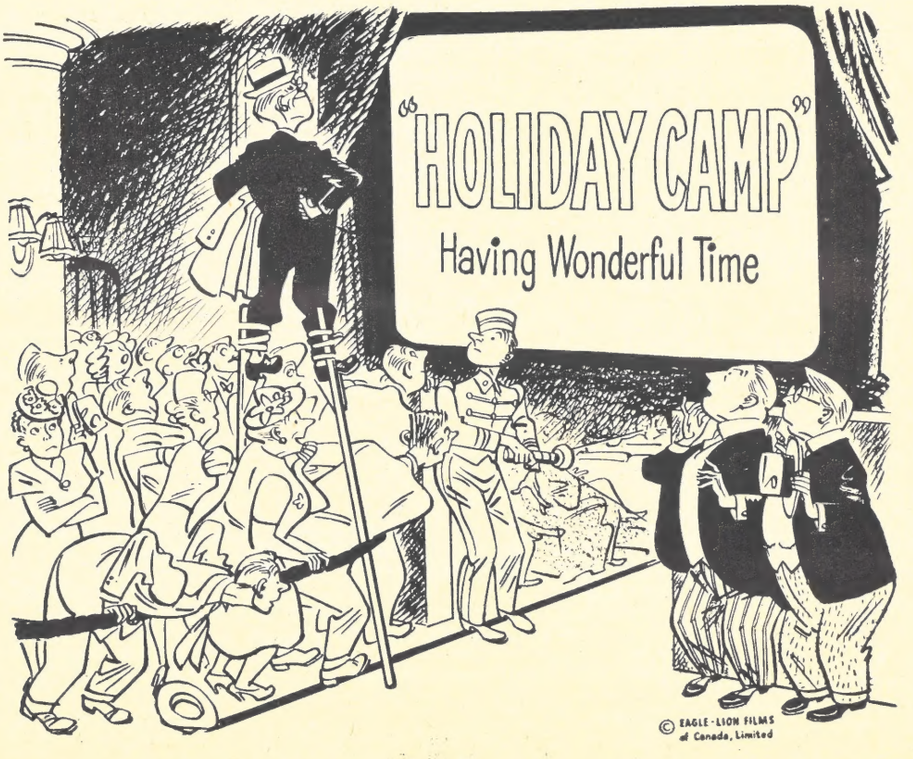
"Hungry Minds", the National Film Board short, produced by Tom Daly for the Canadian Appeal For Children, has been scheduled for television broadcasting by the B.B.C. in Britain. The film which was produced primarily as a fund raising medium, is a piece of motion picture art, and the most polished and powerful of the NFB documentaries. It is available to all exhibitors across Canada, at no charge, and may be booked from any Paramount exchange.

The French motion picture producer and director, Maurice De Canonge, arrived in New York this past week en route to Canada where he will select the location for a picture that he will produce here.

De Canonge said he would stay in New York for 10 days before proceeding to Montreal. He expects to visit many sites in Canada before selecting a locale for his picture entitled "Marion of the Snow". * * *

The United Amusement Corporation here has enjoyed unprecedented success with th showing of "It Happned on Fifth Avenue". The picture enjoyed a 5 weeks run at the Snowdon Theatre and then it was exhibited at the Strand Theatre for an additional two weeks. Finally it appeared at the York, another United Theatre, for a scheduled 3 day run, and so great was the business that the picture was held over for an additional few days.

IT'S A PROBLEM!



Vancouver News

By JACK DROY

VISITORS who arrived in Vancouver for the opening of the new deluxe Odeon Theatre at Victoria on February 27th were Leonard W. Brockington and George Peters, officers of Odeon Theatres of Canada. The new house has installed the latest in equipment, and is a modernistic structure seating 1500. It is the largest theatre in the Capitol City. West Vancouver is now operating the Odeon, which is a 758 seater. Odeon's next spot will be in Nanaimo, which is at present a Famous Players closed town. F-P operates two theatres in Nanaimo, the Capitol and Strand, with a combined seating capacity of 1265. Population of Nanaimo s 11,500.

* * *

Wedding bells will ring out in June for Irma Pahl, popular Strand Theatre cashier. Irma has been sporting her engagement ring for some time now and will soon join the ranks of the married clan.

* * *

After a trip to the Yukon in January, Ross Beesley, ASN representative, is back in Whitehorse again this week. Before returning home to Vancouver he will attend the Dominion Ski Meet at Banff and the famous "Brier" Bonspiel at Calgary, early in March. Beesley has certainly put British Columbia and the West on the map through his newsreel subjects, since he came here three years ago.

* * *

As usual at this time of the year, colds and flu are taking their toll of theatre and film exchange staffs. Hardly a spot is unaffected and this plays havoc with the operations, as there is still a continual turn-over of employees. With the new amusement business unions getting under way, managers are hoping conditions will improve.

* * *

Two members of B.C. show business are proud of their youngsters who are making a reputation in music and drama circles. Jacqueline Zetterman, daughter of Eddie Zetterman, manager of the Columbia, New Westminster, won the senior drama award in the B.C. "Search For Talent" contest, and Tommy Foley, 14 year old son of Ted Foley, of the Circle Theatre, Vancouver, is one of the city's best juvenile prospects as a violin player, and was guest artist with the B.C. Electric Orchestra. He recently gave a Violin Recital at the Hotel Vancouver. Both juveniles were given excellent press reviews.

* * *

Tom Bowyer, head of Odeon Movie Clubs, is here from Toronto. He was in time to see his ailing father, before he passed away here on Saturday, February 21st.

Manager of the new Odeon Theatre which opened last week in West Vancouver is a former RCAF flying officer, Elliott Brown. For the past three years, Brown was the manager of the Odeon at Trail, B.C., and boasts a background of 12 years in show biz. He started as a doorman and assistant manager and in 1938 was promoted to manager of the Roxy Theatre at Saskatoon.

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Net proceeds of the Basil Horsfall production, "A Night in Vienna", at Oliver, B.C., will be presented to the Crippled Childrens Hospital at Vancouver. Horsfall is a member of the Canadian Picture Pioneers, B.C. Branch, and was formerly a film exchange manager. He is now musical director of the Theatre Under the Stars at Vancouver, and is at present on tour with "A Night in Vienna", playing across the Prairie's as far east as Winnipeg. Reports are that business was very satisfactory.

* * *

Jimmy Fairley, manager of the Sunland Theatre, Osoyoos, B.C., had a visit from the stork recently. It left him a new baby daughter. Congratulations Mr. and Mrs. Fairley!

* * *

With the addition of two new deluxe theatres to the Odeon chain in B.C., managerial changes were announced by Earl Hayter, supervisor. Johnnie Stobbart of the Rio, Vancouver, takes over the Plaza at Victoria, succeeding Al Davidson who is promoted to manager of the new Odeon at Victoria. Tommy Backus moves from the Kingsway to the Rio, and in turn was followed by Jimmy McGregor, formerly assistant manager at the Plaza, who becomes manager of the Kingsway. John Cooshek of the Hastings takes McGregor's place.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

CAPITOL-VICTORIA
"The Grapes of Wrath" (Fox re-issue) with Henry Fonda and Jane Darwell. Also "Tobacco Road" (Fox re-issue), with Dana Andrews and Gene Tierney.

EGLINTON-TIVOLI
"Gentleman's Agreement" (Fox), with Gregory Peck and Dorothy McGuire.

FAIRLAWN
2nd week. "Whispering City" (E-L), with Paul Lukas, Helmut Dantine and Mary Anderson.

IMPERIAL
"I Walk Alone" (Para.), with Burt Lancaster and Lizabeth Scott.

LOEW'S
2nd week. "If Winter Comes" (M-G-M), with Walter Pidgeon and Deborah Kerr.

SHEA'S
2nd week. "Captain From Castile" (Fox), Technicolor, with Tyrone Power and Jean Peters.

UPTOWN
2nd week. "The Senator Was Indiscreet" (U-I), with William Powell and Ella Raines.

MONTREAL

CAPITOL
3rd week. "Body and Soul" (U-A), with John Garfield and Lilli Palmer.

IMPERIAL
2nd week. "Each Dawn I Die" (W-B re-issue), with James Cagney and George Raft. Also "Bad Men of Missouri" (W-B re-issue), with Dennis Morgan and Jane Wyman.

LOEW'S
2nd week. "The Secret Life of Walter Mitty" (Goldwyn - R-K-O), Technicolor, with Danny Kaye and Virginia Mayo.

PALACE
"Call Northside 777" (Fox), with James Stewart and Helen Walker.

SAINT JOHN

CAPITOL
"They Won't Believe Me" (R-K-O), with Robert Young and Susan Hayward.

MAYFAIR
"The Man They Could Not Hang" (Alliance), with Boris Karloff. Also "Revolt of the Zombies" (Alliance), with Dean Jagger.

STRAND
"The Yearling" (M-G-M), Technicolor, with Gregory Peck and Jane Wyman.

WINNIPEG

CAPITOL
2nd week. "The Secret Life of Walter Mitty" (Goldwyn - R-K-O), Technicolor, with Danny Kaye and Virginia Mayo.

GARRICK
2nd week. "The Upturned Glass" (E-L), with James Mason and Rosamund John.

METROPOLITAN
"The Great Waltz" (M-G-M re-issue), with Luise Rainer and Fernand Gravet.

ODEON
"Frieda" (E-L), with David Farrar and Flora Robson.

CALGARY

CAPITOL
"Treasure of Sierra Madre" (W-B), with Humphrey Bogart, Walter Huston and Tim Holt.

GRAND
"Her Husband's Affairs" (Col.), with Lucille Ball and Franchot Tone.

PALACE
"T-Men" (Int'l), with Dennis O'Keefe.

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Announcing—THE EMPIRE FILM AWARD

Canadians to vote the year's best in British movies

THIS Weekly Edition of "The Daily Mail" has pleasure in announcing an annual award in honour of achievements in British films during the previous year voted by Canada's cinemagoers.

This Empire Film Award will be organised on the lines of Britain's National Film Award, which was founded by *The Daily Mail* and the British film industry in 1946.

In February of that year cinema throughout Great Britain enjoyed f

The Empire Silver Star

THE Silver Star statuette, Britain's National Film Award.... The three Empire Silver Stars will be replicas of this trophy.

BALLOTING: Mar. 15-Apr. 3

the British films, of the previo

BALLOT IN MARCH

THIS year, however, the National Film Award is being extended to the Empire. **An additional three Empire Silver Stars are being presented by "The Overseas Daily Mail,"** and cinemagoers throughout Canada are being invited during March to vote for:

1. *The best British Empire film shown in Canada for the first time during 1947.*
2. *The best performance by an actor in any British Empire film listed among those in (1).*
3. *The best performance by an actress in any British Empire film listed among those in (1).*

Films produced in Canada and performances by British and Canadian actors and actresses in British and Canadian films will be eligible for the voting.

These are the voting points:

(a) The list of films eligible will be printed on the back of the official ballot form.

(b) The only eligible votes will be those registered on the approved ballot form and placed in the ballot boxes at Canadian cinemas, or, alternatively, the official ballot forms posted to *The Overseas Daily Mail*, London, England. Each cinemagoer may vote once only and the ballot form must be filled in in his or her own handwriting.

(c) Voting will take place during March of this year. Afterwards voting forms will be collected and sent to Britain, where they will be counted by *The Overseas Daily Mail*.

The first year's awards will be announced simultaneously in London and Canada, and it is hoped that the presentation of the Empire Silver Stars will take place in Canada during May or June.

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or the distributors of British pictures in your territory. They will assist you in making the necessary arrangements for your theatre's participation in this poll.

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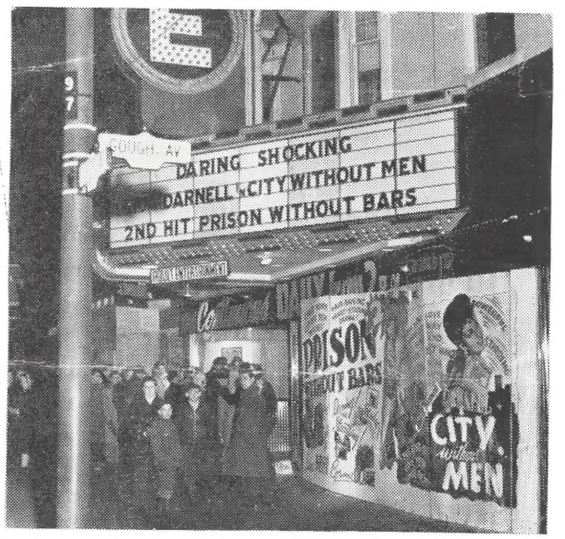

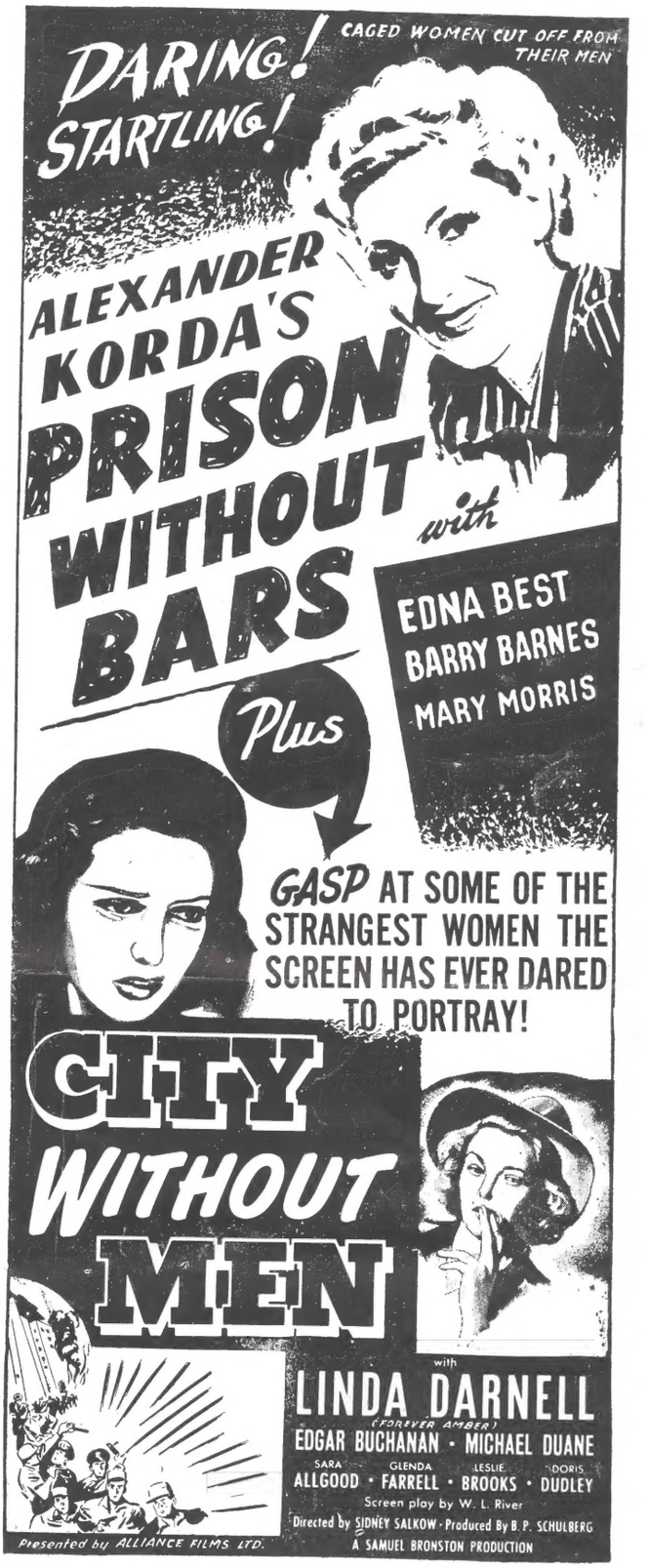
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